



# NATIONAL 'GET MOVING' CAMPAIGN

## BACKGROUND

The national 'Get Moving' campaign is funded under the four-year \$116 million *Building a Healthy Active Australia* (BAHAA) initiative.

BAHAA was established by the Australian Government to tackle the growing problem of physical inactivity and poor eating habits of Australian children. It involves the Government partnering with schools, communities, sporting groups and families to promote both healthy eating and physical activity.

BAHAA is focussed on children because healthy, active children live and learn better and grow up to be more healthy and active as adults.

The four components of BAHAA are: the Active After-school Communities program, Active School Curriculum, Healthy School Communities, and the Healthy Eating and Regular Physical Activity information programs (the 'Go for 2&5®' and 'Get Moving' campaigns).

## PHYSICAL ACTIVITY

The current low level of physical activity among Australians is putting us at increased risk of poor health, with only 46 per cent of Australia's adult population considered sufficiently active for health in 2000. There is also concern about the amount of physical activity children and young people undertake.

Physical inactivity, poor nutrition and overeating can lead to weight problems and obesity. Approximately 20 to 25 percent of children and adolescents in Australia were overweight or obese in 1999–2000 according to the National Health and Medical Research Council.

Children and young people benefit greatly from physical activity. It can promote healthy growth and development, build strong bones and muscles, improve balance, develop skills and flexibility, help achieve and maintain a healthy weight and improve posture and self-esteem. It also provides children with opportunities to develop social skills and make new friends.

In 2004, the Department of Health and Ageing developed the Physical Activity Recommendations specifically for children and young people, to accompany adult-focussed guidelines.

The recommendations for children and youth are:

- Children need at least 60 minutes (and up to several hours) of moderate to vigorous intensity physical activity every day.
- Children should not spend more than two hours a day using electronic media for entertainment (e.g. TV, computer games, the Internet), particularly during daylight hours.

## 'GET MOVING' CAMPAIGN

The 'Get Moving' campaign emphasises the messages in the Physical Activity Recommendations and aims to improve healthy living among children and adolescents by encouraging them to increase the amount of physical activity they do.

It also aims to motivate parents and carers to get more active and be a positive role model for children and adolescents.

The 'Get Moving' campaign includes a television commercial targeting children, radio advertisements targeting adolescents and magazine advertisements targeting children and parents/carers.

There are also radio and press advertisements for parents from non-English speaking backgrounds covering 10 language groups: Arabic, Chinese, Farsi, Indonesian, Japanese, Khmer, Korean, Russian, Turkish and Vietnamese.

## **TIPS FOR PARENTS**

The campaign provides tips for parents to encourage their children and the whole family to get moving:

- Be a role model – be active when you're with your children.
- Include physical activity in family outings.
- Support active play, recreation and participation in sport.
- Encourage and support walking and cycling to school.
- Think of active alternatives when you hear 'I'm bored'.
- Be prepared — have a box at home and in the car with balls, a Frisbee or a kite etc, and you will be always ready for action.
- Encourage children to replace time spent surfing the net, watching TV and playing computer games with more active pursuits.
- Work with your child's school to increase physical activity opportunities.
- Work with Local Government to support walking, cycling and physical activity in your neighbourhood and community.
- Walk and talk — practice spelling, multiplication or other homework with your child while walking.
- Think of gifts and toys that promote physical activity such as bats, balls, skipping ropes, skates or bikes.

More information on the 'Get Moving' campaign, BAHAA and the Physical Activity Recommendations can be found at [www.healthyactive.gov.au](http://www.healthyactive.gov.au)